

**Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability**

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation				Standard error for percent change		
		3Q 2004 (p)	2Q 2004 (r)	1Q 2004 (r)	4Q 2003 (r)	3Q 2004 from 2Q 2004 (p)	2Q 2004 from 1Q 2004 (r)	1Q 2004 from 4Q 2003 (r)
51	Information							
	Total revenue .....	0.5	0.5	0.4	0.5	0.2	0.3	0.5
	Class of customer							
	Government .....	3.9	4.1	3.9	3.0	1.4	1.1	1.2
	Business .....	0.6	0.6	0.6	0.6	0.3	0.5	0.5
511	Information							
	Total revenue .....	0.8	0.9	0.7	0.8	0.6	0.6	0.6
	Class of customer							
	Government .....	3.3	4.1	3.4	3.5	3.0	2.0	1.2
	Business .....	0.8	0.9	0.7	0.8	0.7	0.8	0.6
5111	Newspaper publishers							
	Total revenue .....	0.9	0.7	0.6	0.6	0.4	0.3	0.2
	Class of customer							
	Government .....	S	S	S	S	S	S	S
	Business .....	1.3	1.1	0.9	0.8	0.4	0.5	0.2
51112	Periodical publishers							
	Total revenue .....	2.0	1.7	1.3	1.2	0.8	0.8	1.0
	Class of customer							
	Government .....	S	S	S	S	S	S	S
	Business .....	2.5	2.3	2.0	1.8	0.9	1.3	0.9
5111 pt	Book, database and directory, and other publishers							
	Total revenue .....	2.0	2.9	3.1	2.6	2.0	2.3	1.7
	Class of customer							
	Government .....	4.2	4.5	3.5	2.8	2.0	4.9	0.6
	Business .....	2.3	3.8	3.8	3.3	2.3	2.5	2.3
5112	Software publishers							
	Total revenue .....	2.0	1.6	1.0	1.4	1.0	1.2	1.0
	Class of customer							
	Government .....	6.4	6.7	5.3	5.4	6.5	2.6	1.6
	Business .....	2.0	1.6	1.0	1.2	1.1	1.4	0.9
	Household consumers and individual users .....	S	S	S	S	S	S	S

See footnotes at end of table.

**Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.**

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation				Standard error for percent change		
		3Q 2004 (p)	2Q 2004 (r)	1Q 2004 (r)	4Q 2003 (r)	3Q 2004 from 2Q 2004 (p)	2Q 2004 from 1Q 2004 (r)	1Q 2004 from 4Q 2003 (r)
512	Motion picture and sound recording industries							
	Total revenue .....	2.2	3.0	3.6	3.0	1.6	3.6	2.2
	Class of customer							
	Government .....	S	S	S	S	S	S	S
	Business .....	3.3	4.5	4.4	3.7	2.1	4.2	2.6
513	Broadcasting and telecommunications							
	Total revenue .....	0.6	0.6	0.5	0.5	0.2	0.3	0.2
	Class of customer							
	Government .....	2.5	1.8	2.0	1.9	0.9	0.7	0.3
	Business .....	1.0	1.0	0.9	0.8	0.3	0.5	0.3
5131	Radio and television broadcasting							
	Total revenue .....	2.3	2.2	1.7	2.2	1.0	1.6	1.1
	Class of customer							
	Government .....	12.9	11.7	11.6	12.4	3.6	4.0	2.9
	Business .....	2.6	2.4	2.0	2.4	0.8	1.5	0.9
5132	Cable networks and program distribution							
	Total revenue .....	1.2	1.2	0.9	0.8	0.1	1.0	0.4
	Class of customer							
	Government .....	14.2	14.3	13.6	13.8	0.6	2.2	3.2
	Business .....	2.7	2.8	2.7	3.0	0.2	2.5	0.9
5133	Telecommunications							
	Total revenue .....	0.9	0.8	0.8	0.7	0.2	0.1	0.2
	Class of customer							
	Government .....	2.6	1.9	2.1	1.9	0.9	0.8	0.3
	Business .....	1.2	1.1	1.2	1.1	0.3	0.2	0.2
51331	Wired telecommunications carriers							
	Total revenue .....	1.4	1.3	1.2	1.1	0.3	0.3	0.3
	Class of customer							
	Government .....	5.7	4.0	3.6	3.2	1.5	0.9	0.4
	Business .....	1.4	1.4	1.3	1.2	0.3	0.4	0.2
	Household consumers and individual users .....	2.9	2.7	2.7	2.6	0.3	0.2	0.6

See footnotes at end of table.

**Table 4. Information (NAICS 51) - Estimated Measures of Sampling Variability—Con.**

[Estimates are shown as percents and are based on data from the Quarterly Services Survey]

NAICS code	Kind of business	Coefficient of variation				Standard error for percent change		
		3Q 2004 (p)	2Q 2004 (r)	1Q 2004 (r)	4Q 2003 (r)	3Q 2004 from 2Q 2004 (p)	2Q 2004 from 1Q 2004 (r)	1Q 2004 from 4Q 2003 (r)
51332	Wireless telecommunications carriers (except satellite)							
	Total revenue .....	0.4	0.3	0.3	0.3	0.2	0.1	Z
	Class of customer							
	Government .....	S	S	S	S	S	S	S
5133 pt	Business .....	S	S	S	S	S	S	S
	Household consumers and individual users .....	S	S	S	S	S	S	S
	Other telecommunications							
	Total revenue .....	6.6	5.6	6.0	5.1	1.7	1.6	1.0
514	Class of customer							
	Government .....	17.6	18.1	19.7	17.5	2.0	7.3	1.7
	Business .....	10.3	8.5	8.8	7.7	1.8	1.6	1.4
	Household consumers and individual users .....	8.3	9.0	8.0	8.3	2.6	1.7	1.5
514	Information services and data processing services							
	Total revenue .....	1.8	1.7	1.4	2.7	0.3	0.6	1.8
	Class of customer							
	Government .....	10.4	10.2	9.3	6.2	1.3	2.2	2.9
5141	Business .....	2.4	2.2	2.0	3.4	0.5	0.9	1.8
	Household consumers and individual users .....	2.1	2.0	1.7	3.4	0.6	0.9	2.3
	Information services							
	Total revenue .....	2.2	1.8	1.6	1.6	1.1	0.9	0.4
5142	Class of customer							
	Government .....	S	S	S	S	S	S	S
	Business .....	4.3	3.8	3.9	4.0	1.4	1.8	0.6
	Household consumers and individual users .....	2.0	1.8	1.7	1.5	0.7	0.5	0.7
5142	Data processing services							
	Total revenue .....	2.6	2.2	1.7	3.8	0.6	0.9	2.5
	Class of customer							
	Government .....	13.0	12.7	11.1	7.6	0.6	1.9	2.9
	Business .....	3.3	2.8	2.5	4.2	0.7	0.9	2.3
	Household consumers and individual users .....	6.5	6.2	5.9	17.2	0.6	2.9	6.1

(p) Preliminary estimate. (r) Revised estimate. Z Less than .05 percent.

S Corresponding estimate in Table 3 does not meet publication standards because of high sampling variability or poor response quality.

Note: Additional information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions may be found at [www.census.gov/svsd/www/qssreliability.html](http://www.census.gov/svsd/www/qssreliability.html).